



Vision and Mission

Vision:

All children in California enter school ready to achieve their greatest potential.

Mission:

By 2012, be recognized as California's unequivocal voice for children 0 - 5 to ensure greater equity in their readiness for school.



Strategic Goal Areas

Goal #1: Focus on Policy Development

Goal #2: Invest in Program Development

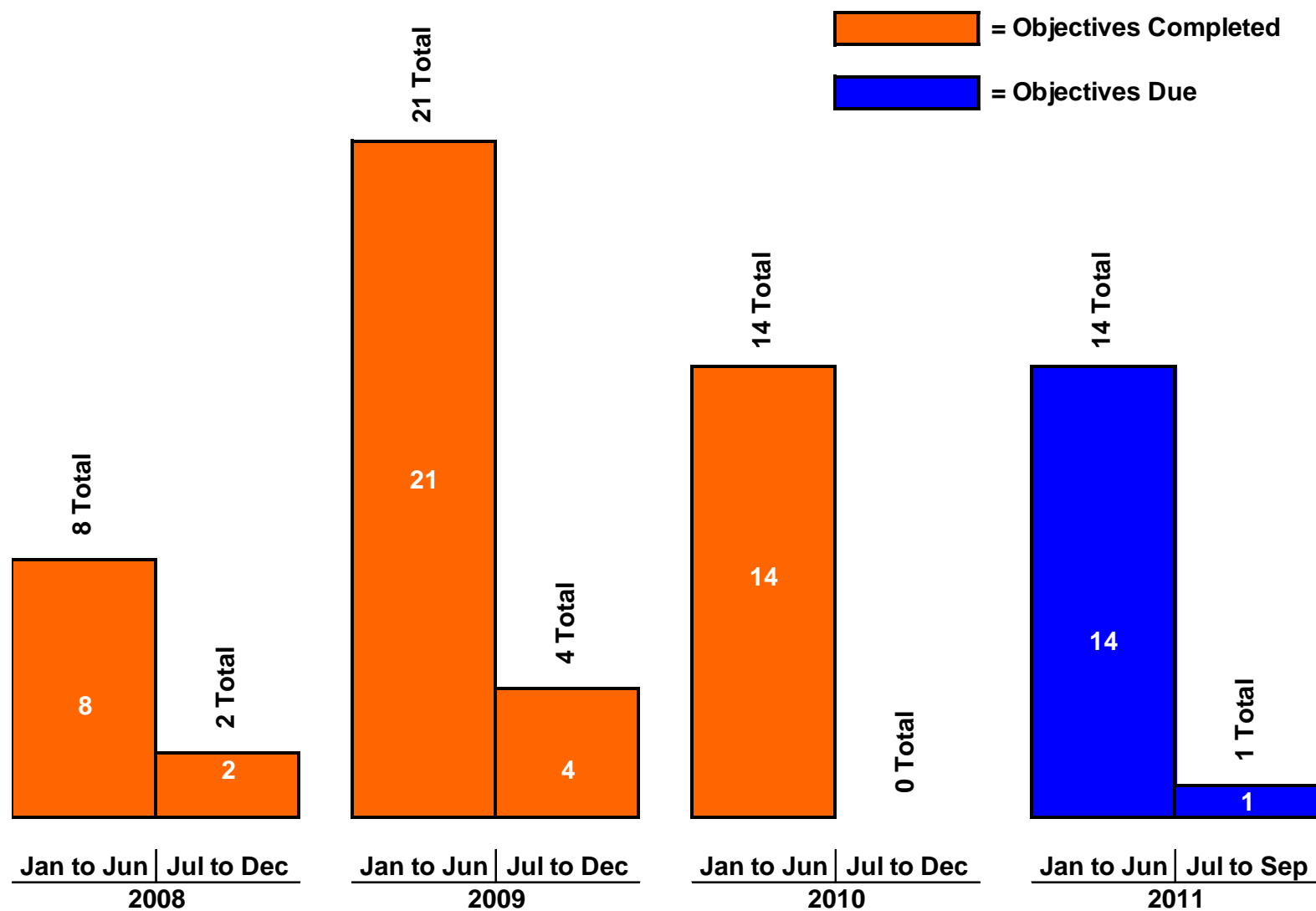
Goal #3: Broaden Public Awareness

Goal #4: Enhance Research and Evaluation

Goal #5: Strengthen Organizational Operations and Systems



Summary of Strategic Plan Accomplishments As of June 30, 2010.





GOAL #2: Invest in Program Development

Establish a distinctive set of sustainable health and education programs for children 0 to 5.

Strategy 2.2 Seed Innovative Pilot Programs – Invest in demonstration projects promoting systemic change.

Objective 2.2.1 – Research and recommend innovative pilot projects such as increasing quality preschool spaces, Children’s Zones, Educare sites and school-based health centers. (6-30-10)

Strategy 2.2 Seed Innovative Pilot Programs – Invest in demonstration projects promoting systemic change
(*continued*)

Objective 2.2.1 – Research and recommend innovative pilot projects such as increasing quality preschool spaces, Children’s Zones, Educare sites and school-based health centers (*continued*)



GOAL #3: Broaden Public Awareness

Build recognition and generate support for the needs of children 0 to 5.

Strategy 3.2 Informational Networks –

Share information and messages with California's diverse populations through partnerships.

Objective 3.2.1 – Identify hard to reach populations and appropriate partnerships for sharing information on the healthy development of children 0 to 5. (6-30-10)

Strategy 3.2 Informational Networks –

Share information and messages with California's diverse populations through partnerships (*continued*)

Objective 3.2.1 – Identify hard to reach populations and appropriate partnerships for sharing information on the healthy development of children 0 to 5 (*continued*)



GOAL #4: Enhance Research and Evaluation

Assess the value of programs for children.

Strategy 4.3 Center for Results – Establish a system for prioritizing and managing research and evaluation projects, and communicating results.

Objective 4.3.1 – Formally establish the Center for Results, including the Center's priorities and research plan, management structure, external oversight committees, and operating practices. (9-30-09)



GOAL #5: Strengthen Organizational Operations and Systems

Provide quality and cost-effective services to partners.

Strategy 5.1 Workforce Recruitment and Development – Recruit and develop a sound and progressive workforce through training, planning and mentoring.

Objective 5.1.1 – Develop and implement a broad-based recruitment process that promotes diversity within the organization. (6-30-10)

Objective 5.1.2 – Establish a new employee orientation program. (3-31-10)



GOAL #1: Focus on Policy Development

Implement a comprehensive policy agenda that elevates the needs of children 0 to 5.

Strategy 1.1 Affiliations – Increase the number and depth of state and national partnerships and affiliations.

Objective 1.1.1 – First 5 California will obtain at least 25 memberships and annually participate in state and national organizations that emphasize early childhood development. (1-31-09)

Objective 1.1.2 – First 5 California management team will seek advisory representation on three nationally affiliated groups or projects. (1-31-09)



GOAL #1: Focus on Policy Development

Implement a comprehensive policy agenda that elevates the needs of children 0 to 5.

Strategy 1.2 Advocacy – Advocate in state and national arenas for the needs of children 0 to 5.

Objective 1.2.2 – Conduct post-program assessments; determine viability as a statewide program and advocate for statewide implementation. (1-31-09)

Objective 1.2.3 – First 5 California management team shall, at a minimum, convene biannual meetings with legislators and/or stakeholders to discuss issues related to children 0 to 5 and advance successful programs. (1-31-09)



GOAL #1: Focus on Policy Development

Implement a comprehensive policy agenda that elevates the needs of children 0 to 5.

Strategy 1.4 Early Care and Educational Development – Facilitate and support early care and educational development for all children 0 to 5.

Objective 1.4.2 – Participate as a partner in a statewide effort to increase quality, access and/or availability of early care and education, such as preschool, infant/toddler care, or school readiness programs.
(1-31-09)

Strategy 1.4 Early Care and Educational Development –

Facilitate and support early care and educational development for all children 0 to 5 (*continued*)

Objective 1.4.2 – Participate as a partner in a statewide effort to increase quality, access and/or availability of early care and education, such as preschool, infant/toddler care, or school readiness programs.
(*continued*)

Strategy 1.4 Early Care and Educational Development –

Facilitate and support early care and educational development for all children 0 to 5 (*continued*)

Objective 1.4.2 – Participate as a partner in a statewide effort to increase quality, access and/or availability of early care and education, such as preschool, infant/toddler care, or school readiness programs.
(*continued*)

Strategy 1.4 Early Care and Educational Development –
Facilitate and support early care and educational development for all children 0 to 5 (*continued*)

Objective 1.4.2 – Participate as a partner in a statewide effort to increase quality, access and/or availability of early care and education, such as preschool, infant/toddler care, or school readiness programs.
(*continued*)



GOAL #3: Broaden Public Awareness

Build recognition and generate support for the needs of children 0 to 5.

Strategy 3.2 Informational Networks – Share information and messages with California's diverse populations through partnerships.

Objective 3.2.2 – Establish partnerships with at least two public agencies with similar goals, linking First 5 California's name and/or program with their name for increased effectiveness. (3-31-09)

Strategy 3.2 Informational Networks – Share information and messages with California's diverse populations through partnerships (*continued*)

- Objective 3.2.4 – Enlist the support of at least two partners to increase parent education. (3-31-09)

Questions